



STATE OF INDIANA
ALCOHOL AND TOBACCO COMMISSION

302 West Washington Street
IGCS Room E114
Indianapolis, IN 46204
Telephone 317 / 232-2430
Fax 317 / 233-6114
www.IN.gov/atc

Notice regarding coupons, rebates and related matters

The following will be formally read at the November 1, 2011 regular meeting of the Indiana Alcohol and Tobacco Commission ("Commission"):

- Consistent with past practice the Indiana Code and Indiana Administrative Code (collectively, "the Code") allow the non-discriminatory use of rebates and adding items of value to alcohol products ("coupons").
 - Coupons and rebates must be affixed to the alcohol product in combination packaging.
 - Coupons and rebates shall not be available for redemption by any member of any tier of the alcohol industry.
 - Coupons and rebates shall be deployed into the marketplace in a non-discriminatory manner.
 - Coupons shall be related to non-alcohol products that are available in all types of dealer premises.
 - Rebates may only be redeemed by the end-consumer.
 - Failure to deploy conforming coupons and rebates may result in a permittee forfeiting the right to get future coupons and rebates approved by the Commission.
- The Commission shall issue a Non-rule Policy Document setting forth the manner in which members of the industry may request permission to deploy coupons or rebates into the marketplace.
 - All coupons and rebates must be submitted to the Indiana State Excise Police Trade Relations Officer for approval.
 - All members of the industry that deploy coupons and rebates must diligently maintain records for each such deployment.
 - Failure to maintain proper records, failure to maintain non-discriminatory practices, and failure to seek approval prior to deploying coupons and rebates shall result in Notice of Violation from the Indiana State Excise Police. Violations may lead to fines, suspension of permit and revocation of permit.